



1988 IBS NATIONAL CONVENTION  
February 26-28, 1988  
New York Penta Hotel • New York City

## Welcome.

This booklet contains the full program schedule for this year's IBS National Convention. Sessions covering a wide range of topics have been scheduled over the weekend, plus time to informally meet and talk with people from other stations.

Here's how to get the most out of this convention:

- Read though the program *now* and circle all of the sessions that look interesting to you.
- Assign people from your station to cover as many of these sessions as possible. (If you don't have enough people, try having someone tape it for you or arrange to get a copy from someone else who's taping it.) Take notes and compare them later on.
- Be prepared for each session by listing questions you want answered *before* each session starts. Write down additional questions as they occur to you so they won't be inadvertently forgotten.
- You can make a lot of important contacts at the convention and you'll want to stay in touch, so be sure to be ready to take down names and addresses you may need later on.

By taking a little time to get organized now, you can make sure you get the most out of this weekend. Ask questions, make friends, and have a good time.

We also ask that you respect the personal rights of other guests staying at the hotel.

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**IBS** Intercollegiate  
Broadcasting  
System

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Box 592 • Vails Gate, NY 12584-0592  
(914) 565-6710



**1988**  
**IBS National Convention**



***Friday Afternoon - February 26, 1988***

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All meeting rooms are on the Mezzanine level (just above the main lobby) unless otherwise indicated. Check hotel map(s) at the back of this booklet.

**12:00 Noon to 7:30 p.m.**  
**Registration & Exhibits**  
***Mezzanine***

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The place to pick-up your convention program, badges, etc. Then, visit exhibits by equipment suppliers, technical consultants, program syndicators, record companies, and more. Exhibits will also be open on Saturday to 6:00 p.m.  
A great place to meet people between sessions.

**12:00 Noon to 3:00 p.m.**  
**Station and Studio Tours**  
***various area locations***

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A limited number of IBS convention attendees are invited to tour several New York City area broadcast facilities. To sign-up, go to the IBS Convention Information desk in the Mezzanine area where you registered. Space is limited to a total of 15 people for each tour, with no more than 2 delegates from any one station on any one tour. It's up to you to provide transportation, usually by cab or subway, if not within walking distance. The tours fill-up fast, so sign-up early!

**Friday Afternoon 1:30 - 2:50 p.m.**

**Registration & Exhibits**

*Mezzanine*

**Professional Music Directors**

*Washington Room / Mezzanine Level*

**Station Relations With Your School & Community**

*Hartford Room / Mezzanine Level*

**FCC Questions & Answers**

*Buffalo Room / Mezzanine Level*

**1:30 to 2:50 p.m.**

**Professional Music Directors**

*Washington Room / Mezzanine Level*

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What Music Directors do and how they do it, including their roles at their stations in music selection, relationships with the record companies and with their Program Directors.

*Andy Dean - Music Director, WWPR (Power 95), New York*

**1:30 to 2:50 p.m.**

**Station Relations With Your School & Community**

*Hartford Room - Mezzanine Level*

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Your station license carries with it the obligation to serve your community. And, in all probability, your school or college is the licensee of your station. So, whether you (or they) like it or not, they are ultimately responsible for its operation and programming. How much do they understand of what you're doing? What lines of communications exist between the station, the school or college administrators or trustees and the community you're licensed to serve? Would they support the station if problems came up? Or would they be tempted to replace an "alternative" student-station with a professionally-staffed "public" station? How can you create understanding and support before a crisis?

*Thom O'hair - IBS Board of Directors*

*Jeff Walker - Operations Mgr, WRAS(FM), Georgia State Univ, Atlanta*

*Rick Leigh - Georgetown College, Georgetown, KY*



1:30 to 2:50 p.m.

**FCC Questions & Answers I**

*Buffalo Room - Mezzanine Level*

Because of their complexity and almost constant change, the FCC rules and regulations applicable to noncommercial FM stations are an area of continuing confusion for many stations. In this informal session, we'll try to answer your questions and explain some of the more commonly misunderstood areas of the rules. Allen Myers has helped many school and college radio stations with FCC-related questions covering a broad range of areas.

*Allen Myers - Senior Broadcast Analyst, FM Branch, Audio Services Div, FCC*

**Friday Afternoon - 3:00 - 4:20 p.m.**

**Registration & Exhibits**

*Mezzanine*

**Professional Program Directors**

*East Room - 2nd Mezzanine*

*Grand Ballroom Level*

**Breaking Down Musical Barriers**

*West Room - 2nd Mezzanine*

*Grand Ballroom Level*

**Preparing & Looking for your First Job**

*Cornell/Dartmouth Room - 2nd Mezzanine*

**Station Training Programs**

*Washington Room - Mezzanine Level*

**Fundraising & Program Production**

*Hartford Room - Mezzanine Level*

**Carrier-Current Engineering I: The Basics**

*Buffalo Room - Mezzanine Level*

**Radio News: Building the Basics**

*St. Louis Room - Mezzanine Level*

## *Friday Afternoon continued*

**3:00 - 4:20 p.m.**

**Professional Program Directors**

**East Room - 2nd Mezzanine /Grand Ballroom Level**

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A discussion featuring a cross-section of professional programmers on programming a station, facing the realities of a competitive market, strategies and techniques.

Mark Chernoff - Program Director, WNEW-FM, New York

Joe McCoy - Program Director, WCBS-FM, New York

Bob Buchmann - Program Director, WBAB, Babylon, NY

Thom O'hair - IBS Board of Directors, San Francisco, CA

**3:00 to 4:20 p.m.**

**Breaking Down Musical Barriers**

**West Room - 2nd Mezzanine/Grand Ballroom Level**

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The arbitrary barriers erected by the categorizing of music too often leads to the exclusion of interesting music of all kinds and types. How can these artificial dividing lines be broken down and what benefits this can bring for stations.

Debbie Kresh - The Kresh Company, New York

Steve Kreitzer - WUSB-FM, SUNY/Stony Brook, NY

Lister Hewan-Lowe - Clappers Records, Brooklyn, NY

Tom Goodkind - Manager - Washington Squares, Goldcastle/Polygram Records

Terry Telenko - Program Dir - WSIA, College of Staten Island, NY

Greg Adamo - General Mgr. - WSIA, College of Staten Island, NY

**3:00 to 4:20 p.m.**

**Preparing & Looking for Your First Job**

**Cornell/Dartmouth - 2nd Mezzanine Level**

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Finding that first job can seem an almost impossible problem when you're just starting to look. When you look back, of course, it's somehow a lot easier. Panelist share their experiences, ideas and suggestions to make finding your first job a little less difficult.

Sharon Ann Rankins - Newsperson, WIBX/WNYZ, Utica, NY

Mike Teer - IBS National Convention Staff

Pat Cantwell - Account Executive, WRKS, New York, NY



**3:00 to 4:20 p.m.**

**Station Training Programs**

**Washington Room - Mezzanine Level**

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A good training program will help insure that all the good work you're doing at your station will be carried on. It can help new staff people to learn what's going on and how things are done. It can help lay the foundation for the continuity often missing in college radio. Also discussed will be the passing on of information to new department heads by those being replaced and avoiding the constant necessity to learn how to "re-invent the wheel".

*Terry Nolan - Training Director, WHUS (FM), Univ of Connecticut, Storrs*

*Daniel Melish - WUSM, Southeastern Massachusetts University*

*Elizabeth Matsui - Program Director, WUSC-FM, University of South Carolina*

*Edwin K. Morris - WFSE-FM, Edinboro University of Pennsylvania*

**3:00 to 4:20 p.m.**

**Fundraising & Program Production**

**Hartford Room - Mezzanine Level**

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Experienced grant writers, radio directors, producers and writers discuss tailoring scripts and programs to meet criteria of funding sources.

*Dr. Gary DeFrancesco, - Director, Grants Development, LaGuardia Community College*

*Irwin Gonshak - Executive Producer, WNYE-FM, New York City*

*George Edwards - Director, Engineering, WNYE-FM, New York City*

*Michael Jones - Development Director, WBGO, Newark, NJ*

*Rod Collins - IBS Vice President, Programs; member, IBS Board of Directors*

**3:00 to 4:20 p.m.**

**Carrier-Current Engineering I: The Basics**

**Buffalo Room - Mezzanine Level**

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What is carrier-current and how does it work? How to estimate coverage and how to decide what equipment you need to provide the coverage you want.

*Ludwell Sibley - IBS Engineering Staff*

*Friday Afternoon - continued*

**3:00 to 4:20 p.m.**

**Radio News: Building the Basics**

**St. Louis Room - Mezzanine Level**

How to build a news department; defining your audience's news interests, how to select, edit, write and "target" your news. What you need to get started.

Jim Cameron - College Broadcast Advisors, Brooklyn, NY/IBS Board of Directors

Susan Murphy - News Anchor, WOR - WWPR - USRN - WLTW, New York

Dave Schreiber - News Anchor, ABC Radio, New York

Jennifer Antkowiak - News Director, WFSE-FM, Edinboro Univ of Pennsylvania

*Friday Afternoon 4:30 to 6:00 p.m.*

**Underground: Where the Real Dirt Is**

*East Room - 2nd Mezzanine*

*Grand Ballroom Level*

**Jazz Programming**

*West Room - 2nd Mezzanine*

*Grand Ballroom Level*

**Station Budgets & Finances**

*Brown Room - 2nd Mezzanine*

**Writers On Radio**

*Washington Room - Mezzanine*

**Audition Tapes & Resumes**

*Hartford Room - Mezzanine*

**Station Maintenance & Design**

*Boston Room - Mezzanine*

**Using Networks & Wire Services**

*Buffalo Room - Mezzanine*

**EBS: The Emergency Broadcast System**

*St. Louis Room - Mezzanine Level*



**4:30 to 6:00 p.m.**

**Underground: Where the Real Dirt Is**

**East Room - 2nd Mezzanine/Grand Ballroom Level**

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College radio's role in the underground rock movement.

Sheri Hood - *Radio Promotions, Thirsty Ear Communications/Beggars Banquet*

Brian Long - *College Radio Promotions, SST Records, Lawndale, CA*

Gretchen Lindensmith - *Sounds Records, New York*

Michael Dorf - *Director, The Knitting Factory, New York*

Kevin Kraynick - *Damp, Storrs, CT*

**4:30 to 6:00 p.m.**

**Jazz Programming**

**West Room - 2nd Mezzanine/Grand Ballroom Level**

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Jazz can be a strong programming attraction for college radio stations. It's one of America's original art forms and virtually ignored by most commercial stations. This session discusses the importance of jazz and how to improve your station's jazz programming.

Greg Adamo - *General Mgr., WSIA, College of Staten Island, NY/IBS Bd of Dir.*

David Eyges - *Chiaroscuro Records, New York*

Gary Walker - *Morning Announcer, WBGO, Newark, NJ*

John Murphy - *General Mgr., WHUS-FM, Univ of Connecticut/IBS Bd of Dir.*

**4:30 to 6:00 p.m.**

**Station Budgets & Finances**

**Brown Room - 2nd Mezzanine Level**

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There's more to station budgets than simply finding money to spend, although that's certainly quite important in itself. But, you've also got to plan and keep track of its spending. If all of this sounds easy, you're probably either doing it wrong, or you've been to this session at a previous IBS National Convention. If anyone knows how to squeeze a dollar, it is certainly the Treasurer of IBS, a champion of college radio budgets and a legend among student government finance committees. He is joined by the Business Manager of a leading college station.

Fritz Kass - *Treasurer, IBS; member - IBS Board of Directors*

Susan Davoudzadeh - *Business Manager, WUSB-FM, SUNY/Stony Brook, NY*



## *Friday Afternoon - continued*

**4:30 to 6:00 p.m.**

### **Writers On Radio**

**Washington Room - Mezzanine Level**

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Print coverage of radio can be found in both trade and consumer publications. Newspaper usually takes the form of program listings and frequent columns. Our panelists will discuss how a radio beat is handled, how subject matter is determined, and contacts are made. Our panelists will also offer impressions of today's radio and some possible scenarios for the future.

Alan Mirabella - *Daily News, New York*

Norman Prusslin - *GM, WUSB, SUNY/Stony Brook, NY; IBS Chairman*

**4:30 to 6:00 p.m.**

### **Audition Tapes & Resumes**

**Hartford Room - Mezzanine Level**

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Getting your first job in radio can often depend on luck, contacts and having an effective demo tape and resume. This session will cover the basics of audition tapes and resumes, along with discussion of both good and bad examples.

Jim Cameron - *College Broadcast Advisors; IBS Board of Directors*

Thom O'hair - *IBS Board of Directors*

**4:30 to 6:00 p.m.**

### **Station Maintenance & Design**

**Boston Room - Mezzanine Level**

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Once you've got good equipment, you've got to maintain it. That's not as difficult as it may sound. With regular preventive maintenance, you can make sure your equipment gets all of the attention it needs to keep going for years. Also, if you're in the process of building new studios or re-building existing facilities, this session may help in covering areas such as basic planning, equipment, wiring, trouble-shooting, documentation, etc. Avoid mistakes by learning from those who've already been through it.

Frank Burgert - *Chief Engineer, WUSB-FM, SUNY/Stony Brook, NY*

Bob Tarsio - *Chief Engineer, WLTW-FM, New York*

Steven Reisman - *WCDB, SUNY/Albany*

Andy Lovell - *VP, Installation, Radio Systems, Edgemont, PA*

Geoff Werbin - *Chief Engineer, WMTR/WDHA, Morristown, NJ*

James Glanz - *Chief Engineer, WIIIUS-FM, University of Connecticut, Storrs*

Richard Crompton - *President, LPB, Inc., Frazer, PA*



**4:30 to 6:00 p.m.**

**EBS: The Emergency Broadcast System**

***St. Louis Room - Mezzanine Level***

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EBS means a lot more than weekly test announcements. The system has been used for warnings of natural disasters, severe weather, etc. in addition to its more well-known role in national defense. EBS requirements still puzzle a lot of station people, however. This session will try to clear up the requirements, discuss the concept of participating and non-participating stations, the differences for 10-watt stations, etc. Tom and Andy are among the most knowledgeable people in the country on the subject and can clear up any questions you may have.

Tom Gibson - *Chief Engineer, WVYC-FM, York College of PA, IBS Engineering Staff*  
Andy Moore - *Chief Engineer, WVOC /WCEZ, Columbia, SC; IBS Conv Opns Chmn*

**4:30 to 6:00 p.m.**

**Using Network & Wire Services**

***Buffalo Room - Mezzanine Level***

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A discussion of the network audio and wire services available and how they can be used at your station. Both of these resources have undergone important changes within the past several years. This means additional choices tailored to fit your own needs including formatted newscasts, actualities, special reports, feature material and more. Whether you already use a network and/or wire service or are thinking about it, this session can help.

Mike Collins - *Associated Press, NY*

Dave Alpert - *ABC Radio, NY*

John Stempin - *News Director, WTKO, Ithaca, NY*

***Friday Evening, February 26, 1988***

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**6:00 - 7:30 p.m.**

**Dinner Break - *On Your Own***

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There are a number of restaurants in the New York Penta and even more within a few blocks walking distance of the hotel. You can find virtually any kind of food, in any kind of price range from informal and (relatively) inexpensive (fast food and deli) to formal and quite expensive. We'll try to include some suggestions in the information you received at registration. Remember, sessions resume at 7:30.

*Friday Evening 7:30 to 9:00 p.m.*

**Radio & Record Company Relations**

*Gold Ballroom - 3rd Mezzanine Level*

**Careers in Broadcasting**

*East Room - 2nd Mezzanine/Grand Ballroom Level*

**How to Write Copy**

*Brown Room - 2nd Mezzanine Level*

**Running A High School Station**

*Washington Room - Mezzanine Level*

**New Programs in Production**

*Hartford Room - Mezzanine Level*

**Satellite Systems**

*Boston Room - Mezzanine Level*

**Interviewing Workshop**

*Buffalo Room - Mezzanine Level*

**For Professionals Only I:**

**Survival Skills & Issues For Station Managers**

*St. Louis Room - Mezzanine Level*

**7:30 to 9:00 p.m.**

**Radio & Record Company Relations**

*Gold Ballroom / 3rd Mezzanine Level*

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For Music Directors who already have a good working relationship with record companies and who have an interest in the music business beyond the basics. We'll talk about the way things work at record companies besides the promotion departments, careers in the music industry, and perspectives on radio station and record company relationships.

*Andy Dean - Music Director, WWPR- Power 95, New York*

*Lori Blumenthal - IRS Records, New York*

*Brian Long - College Radio Promotion, SST Records, Lawndale, CA*

*Gerard Cosloy - Homestead Records - Rockville Centre, NY*



**7:30 to 9:00 p.m.**

**Careers in Broadcasting**

**East Room - 2nd Mezzanine/Grand Ballroom Level**

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Thinking about the future? Want a career in broadcasting? Competition is likely to be tough but those who plan ahead could have an edge. Those who are already there can help. . . . especially when they came from college radio.

Thom O'hair - *IBS Board of Directors, , San Francisco, CA*

Art Volpe - *Account Executive, WLKW (FM), Providence, RI*

Don Gosselin - *Production Director, WHJY-FM, Providence, RI*

Pat Cantwell - *Account Executive, WRKS, New York*

Jim Cameron - *College Broadcast Advisors, Brooklyn, NY; IBS Board of Directors*

Ed Berenhaus - *VP, Advertising & Promotion , Financial News Network, NY*

**7:30 to 9:00 p.m.**

**How to Write Copy**

**Brown Room - 2nd Mezzanine Level**

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Good broadcast copy is, in many ways, different from good print copy. And, it's not always as easy as it may look or sound. Find out what makes good broadcast copy good and how you can do it yourself.

Robert Van Riper - *Program Director, The Radio Group, New York*

Tom Vitale - *In Our Time Arts Media, Inc., New York*

**7:30 to 9:00 p.m.**

**Running A High School Station**

**Washington Room - Mezzanine Level**

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A session for those who program, operate and staff high school radio stations.

Daniel Barnhizer

Joann Hess

Andy Kenen - *Advisor*

*WKHR - Kenston High School, Chagrin Falls, OH*

Dr. John Lopiccolo - *Associate Professor, Advisor/WUSC-FM*

*College of Journalism, University of South Carolina, Columbia, SC*

Gary Rosenblum - *Program Director, WKWZ, Syosset High School, Syosset, NY*

## *Friday Evening continued*

**7:30 to 9:00 p.m.**

### **New Programs In Production**

**Hartford Room - Mezzanine Level**

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College and independent producers illustrate and discuss their work, survey program purpose, content and production problems in "live" and recorded music productions, dramatic programs and public affairs broadcasts.

Sharon Amundson - Program Director, WUSC-FM, Univ of South Carolina

Michael Murphey & Mike Stivala

*Elvis B. Murphy's Dramatic Scripts for Live Radio*

Renn Vara - Co-Producer, Co-Host, "Off the Streets"

Maureen Taylor - Co-Producer, Co-Host, "Off the Streets"

Pete Gamberg - Co-Producer, "The Living Edge", WESU, Wesleyan University

Alejandro Gutierrez - Producer, "Playing It By Ear", WCVF, SUNY/Fredonia, NY

Mike DeRosa - Producer, "Focus on Health", WHUS, Univ of Connecticut, Storrs

Rod Collins - IBS Vice President, Programs

**7:30 to 9:00 p.m.**

### **Satellite Systems**

**Boston Room - Mezzanine Level**

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Satellite program distribution has taken the place of wired feeds for program syndicators as well as the traditional networks. Yet, most college stations still don't have satellite reception equipment. Among other things, this session will discuss the kinds of equipment needed and the costs involved.

Andy Moore - Chief Engineer, WVOC/WCEZ, Columbia, SC; IBS Conto Opns Chmn

Tom Gibson - Chief Engineer, WVYC-FM, York College of PA; IBS Staff

**7:30 to 9:00 p.m.**

### **Interviewing Workshop**

**Buffalo Room - Mezzanine Level**

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Doing a good interview is more difficult than it usually seems. It requires thorough preparation, more than passing knowledge of the person and/or topic involved, the ability to phrase questions intelligently, and most important, the ability to listen. This session discusses the basics along with some practical techniques.

Vicki Nolan - Account Executive, WMHT, Schenectady, NY

Sharon Ann Rankins - Newsperson, WIBX/WNYZ, Utica, NY



**7:30 to 9:00 p.m.**

**For Professionals Only I:**

**Survival Skills & Issues For Station Managers**

**St. Louis Room - Mezzanine Level**

The first of several workshops designed to address the special needs and interests of full-time professionals at university and/or community licensed radio stations. Panelists will explore various ways to maintain continuity of operations in a changing environment, how to motivate yourself (and others) when the going gets rough and how to function effectively in your role when you may be the only full-timer at your station.

Greg Adamo - *General Mgr, WSIA(FM), College of Staten Island, NY*

Pat Watkins - *Director of Training & Development, NFCB*

Steve Castellano - *Station Mgr., WKRB, Kingsborough Community College*

John Murphy - *Gen Mgr, WHUS(FM), Univ of Conn., IBS Board of Directors*

***Friday evening - after 9:00 p.m.***

We'll try to include some information on clubs and other entertainment going on in New York with your registration packet. But, you may also want to check the listings in the New York newspapers, especially the *Village Voice*.

Other activities are often planned at the last minute. Check the exhibit and registration area on the Mezzanine level. We'll also have any updated information posted on the IBS National Convention channel 6 on your hotel TV set. Tune-in also for segments produced by stations from throughout the country and all kinds of video put together by Thom O'hair.

Although you may not be thinking about it right now. . . . sessions begin at 9:00 a.m. tomorrow morning. You might want to get together with people from your station tonight, look over the schedule, and decide who'll go to which sessions tomorrow. Of course, you could always get up early and do it then. Right.

**Saturday Morning 9:00 to 10:20 a.m.**

**Exhibits & Registration**  
*Mezzanine*

**College Station Program Directors**  
*East Room - 2nd Mezzanine/Grand Ballroom Level*

**College Station Music Directors**  
*West Room - 2nd Mezzanine/Grand Ballroom Level*

**Internships**  
*Cornell/Dartmouth (Ivy Suite) - 2nd Mezzanine Level*

**Advertising Sales**  
*Brown Room (Ivy Suite) - 2nd Mezzanine Level*

**Production Techniques**  
*Washington Room - Mezzanine Level*

**Owning Your Own Station**  
*Hartford Room - Mezzanine Level*

**Sports Broadcasting**  
*Boston Room - Mezzanine Level*

**Local News: Vocal Delivery & Style**  
*Buffalo Room - Mezzanine Level*

**Carrier-Current Engineering: Really Making It Work**  
*St. Louis Room - Mezzanine Level*

**9:00 a.m. to 6:00 p.m.**

**Exhibits & Registration**  
*Mezzanine*

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The place to pick-up your convention program, badges, etc. Then, visit exhibits by equipment suppliers, technical consultants, program syndicators, record companies, and more. Exhibits are open to 6:00 p.m. A great place to meet between sessions, during the lunch break, etc.



**9:00 to 10:20 a.m.**

**College Radio Program Directors Forum**

**East Room - 2nd Mezzanine/Grand Ballroom Level**

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A forum for the exchange of information and ideas. Among topics likely to be discussed are whether to format, what to format, how to format, selection of music, selection of air people, working with the Music Director and more.

Bob Langer - WNYT, New York Inst of Tech, Old Westbury, NY  
Jane Davis - Program Director, WRAS, Georgia State University, Atlanta  
Lynn Bulkley - WSHL-FM, Stonehill College, N. Easton, MA  
Carolyn Cleveland - Program Director, WCDB, Albany, NY  
Sharon Amundson - Program Director, WUSC-FM, University of South Carolina  
Chris Crowley - Program Director, WUSB-FM, SUNY/Stony Brook, NY

**9:00 to 10:20 a.m.**

**College Music Directors Forum**

**West Room - 2nd Mezzanine/Grand Ballroom Level**

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A forum for the exchange of ideas and information by and for those involved with music programming and record company relations.

Ron Phillips - WUSB-FM, SUNY/Stony Brook, Stony Brook, NY  
Josh Rosenthal - Music Director, WCDB, SUNY/Albany, Albany, NY  
Marc Fink - Former Station Mgr. WUSC-FM, Univ of South Carolina  
Dave Whitman - Music Director, WFSE-FM, Edinboro University of Pennsylvania

**9:00 to 10:20 a.m.**

**Internships**

**Cornell/Dartmouth (Ivy Suite) - 2nd Mezzanine Level**

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Arranging for an internship program and making sure both the student and the broadcaster or company benefit. What kinds of things to look for to insure the internship is a meaningful one and not just a menial one where little is learned. How to approach broadcasters and others in setting up an internship. How to work with your faculty on the program.

Al Reinoso - Advertising & Promotion Administrator, WWPR - Power 95, NY  
Chris Streeter - Newsroom Coordinator, United Stations Radio Networks, NY  
Cara Fogarty - WTKO, Ithaca, NY

## *Saturday Morning continued*

**9:00 to 10:20 a.m.**

### **Advertising Sales**

**Brown Room (Ivy Suite) - 2nd Mezzanine Level**

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Revenue generated from the sale of advertising time will become more important for carrier-current and cable stations as budgets become tighter and expenses get higher. Even noncommercial stations can now sell time to non-profit organizations (other than political parties). In this basic session, we'll talk about setting up a sales department, getting the forms, contracts, affidavits, etc., together, selling to local, regional and national accounts; tips on presentations, copywriting, account service and more.

Glenn Lucas - Sales Manager, WICE, Providence, RI; IBS Convention Staff

Art Volpe - Account Executive, WLKW (FM), Providence, RI

Pat Cantwell - Account Executive, WRKS, New York

Chris Theodorus - New York Sales Mgr, Republic Radio

**9:00 to 10:20 a.m.**

### **Production Techniques**

**Washington Room - Mezzanine Level**

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Production involves much more than just the ability to run a studio console. This session will discuss studio production techniques and the planning, writing, editing and interviewing aspects of production work vital for success.

Don Gosselin - Production Director, WHJY(FM), Providence, RI

Ross Brittain - Air Personality, Z-100, New York

David Von Palko - General Mgr., WAPX-FM, Austin Peay State University

Robert Van Riper - Program Director, The Radio Group, New York

**9:00 to 10:20 a.m.**

### **Sports Broadcasting**

**Boston Room - Mezzanine Level**

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Sports broadcasts can generate great interest, (and often financial support), for school and college stations and provide valuable experience as well. Our stations are carrying everything from women's volleyball to major college football. This session will discuss planning and programming sports broadcasts, including some of the most common mistakes and how to avoid them.

Tom Buffolano - Marketing, VH-1, MTV Networks, New York

Matt Mankiewich - Sports Dept., WUSB-FM, SUNY/Stony Brook, NY

Roy Englebrecht - Sportscenter Camps of America, Newport Beach, CA

Mark Tromba - Sports Director, WFSE-FM, Edinboro University of Pennsylvania



**9:00 to 10:20 a.m.**

**Owning Your Own Station**

**Hartford Room - Mezzanine Level**

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A lot of college radio people would like to someday own their own radio station. This session discusses things from a practical viewpoint, including initial considerations, problems and prospects. It could be more possible than you think.

**Thom O'hair - IBS Board of Directors, San Francisco, CA**

**Ed Perry - Educational FM Associates, Duxbury, MA**

**9:00 to 10:20 a.m.**

**Local News: Vocal Delivery & Style**

**Buffalo Room - Mezzanine Level**

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Your vocal delivery and the style of your newscasts will most often be determined by the music format of your station. This session discusses the various styles of newscasts and appropriate vocal delivery; how to achieve the best presentation under varied circumstances.

**Rasa Kaye - News Director, WLTW, New York**

**Mark Sayer - Former News Coordinator,, U of California Radio Network**

**John Stempin - News Director, WTKO, Ithaca, NY**

**9:00 to 10:20 a.m.**

**Carrier-Current: Really Making It Work**

**St. Louis Room - Mezzanine Level**

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Ask most engineering/technical types about carrier-current and you'll probably get a blank stare in response, since few outside of college radio are familiar with this transmission method. That's not the case here, however. In this session, a discussion of ways to help you make your carrier-current station sound its best. Practical information on designing, installing, and trouble-shooting your carrier-current system - in other words, really making it work.

**Dan Braverman - President, Radio Systems, Edgemont, PA**

**Phil Remaker - Chief Engineer, WQHS, University of Pennsylvania, Philadelphia**

**Saturday 10:30 to 11:50 a.m.**

**Exhibits & Registration**

*Mezzanine*

**Professional Promotions Panel**

*East Room - 2nd Mezzanine/Grand Ballroom Level*

**Station Managers Forum**

*West Room - 2nd Mezzanine/Grand Ballroom Level*

**Careers In Non-Broadcast Communications**

*Cornell/Dartmouth (Ivy Suite) - 2nd Mezzanine Level*

**Publishing A Program Guide**

*Brown Room (Ivy Suite) - 2nd Mezzanine*

**Minorities In Broadcasting**

*Washington Room - Mezzanine Level*

**FCC Questions & Answers II**

*Boston Room - Mezzanine Level*

**High School Radio Operations**

*Buffalo Room - Mezzanine Level*

**Remotes & the Telephone Companies**

*St. Louis Room - Mezzanine Level*

**Station Faculty Advisors**

*Sutton Suite - 1st floor (take elevator)*

**Continuous to 6:00 p.m.**

**Exhibits & Registration**

*Mezzanine*

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The place to pick-up your convention program, badges, etc. Then, visit exhibits by equipment suppliers, technical consultants, program syndicators, record companies, and more. Exhibits are open to 6:00 p.m. A great place to meet between sessions, during the lunch break, etc.



**10:30 a.m. to 11:50 a.m.**

**Professional Station Promotions Panel**

**East Room - 2nd Mezzanine/Grand Ballroom Level**

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Promotions play an important part in grabbing audience share and defining station image in any market. Here, a group of top New York professionals discuss what they do, how they do it, and how they got there.

Al Reinoso - Advertising & Promotion Administrator, WWPR-Power 95, New York

Debbie Kresh - The Kresh Company, New York

Ellen Schiebenhower - Promotion Director, Radio City Music Hall, New York

Rose Polidoro - Promotion Mgr., WNEW-FM, New York

**10:30 a.m. to 11:50 a.m.**

**Station Managers Forum**

**West Room - 2nd Mezzanine/Grand Ballroom Level**

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Student Station Managers have a unique first-hand understanding of the problems of managing a student-staffed stations. In this session, managers from a number of stations share their experiences, ideas, problems and possible solutions, as they may relate to your own situation. There'll be an opportunity to discuss your station's problems as well.

Samuel Murray - General Mgr., WCDB, SUNY/Albany, NY

Paige Brodsky - Station Mgr., WUSC-FM, Univ of South Carolina, Columbia

George Watts - Station Mgr., WRAS, Georgia State University, Atlanta

Mike Adamus - Station Mgr., WFSE-FM, Edinboro University of Pennsylvania

Andrew Wandzilak - Operations Manager, WHUS, University of Connecticut

**10:30 a.m. - 11:50 a.m.**

**Careers in Non-Broadcast Communications**

**Cornell/Dartmouth (Ivy Suite) - 2nd Mezzanine Level**

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The options open for careers in communications extend well beyond the broadcast industry itself. This session will explore and discuss some of these career alternatives, particularly in light of developing technology and the changing regulatory climate.

Leslie Leventman - VP Administration, Creative Services, MTV Networks, NY

Dorothy Gray - Beauty Researcher, Mademoiselle, New York

Jamie Talan - Science Writer, Newsday, New York

Rick Askoff - Attorney, NECA, Whippany, NJ

## *Saturday Morning continued*

**10:30 a.m. to 11:50 a.m.**

### **Publishing a Station Program Guide**

*Brown Room (Ivy Suite) - 2nd Mezzanine Level*

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An increasing number of school and college radio stations have seen a program guide as a promotional tool, revenue generator, and image builder for their station. This session will discuss the benefits and problems associated with publishing a program guide and how to do one for your station.

Trish Valter-Koch - *Art Director, Tobay Printing Co., Coram, NY*

Juli Davidson - *VP, Creative Supervisor, Creative Services, MTV Networks, NY*

Lynn Bulkley - *WSHL-FM, Stonehill College, North Easton, MA*

Rick Koch - *Mgr., Type & Design Services, SUNY/Stony Brook, NY*

**10:30 a.m. to 11:50 a.m.**

### **Minorities in Broadcasting**

*Washington Room - Mezzanine Level*

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Free form discussion with several minority broadcasters. Participants are invited to ask questions and exchange ideas on strategies for minority involvement in the broadcast industry.

Nat Phillips - *President, Radio Resources Network; member, IBS Board of Directors*  
*additonal panelists to be announced*

**10:30 a.m. to 11:50 a.m.**

### **FCC Questions & Answers II**

*Boston Room - Mezzanine Level*

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Because of their complexity and almost constant change, the FCC rules and regulations applicable to noncommercial FM stations are an area of continuing confusion for many stations. In this informal session, we'll try to answer your questions and explain some of the more commonly misunderstood areas of the rules. Allen Myers has helped many school and college radio stations with FCC-related questions covering a broad range of areas.

Allen Myers - *Senior Broadcast Analyst, FM Branch, Audio Services Div, FCC*



**10:30 to 11:50 a.m.**

**High School Radio Operations**

***Buffalo Room - Mezzanine Level***

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The setting for high school radio imposes a number of problems unique to these stations. This session will discuss some of these problems and ways to resolve them.

**Michael Pereira - Station Mgr., WKWZ, Syosset High School, Syosset, NY**

**Gary Luccia - Faculty Advisor, WKWZ, Syosset High School, Syosset, NY**

**Rachel Gonzalez - WGSN/WCTO, Long Island, NY**

**10:30 a.m. to 11:50 a.m.**

**Remote Broadcasts & the Telephone Companies**

***St. Louis Room - Mezzanine Level***

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One of the results of the AT&T breakup has been the restructuring and re-pricing of broadcast program lines. For some stations, this has meant a substantial increase in operating costs for remote broadcasts and for studio/transmitter lines. These changes are discussed and explained as are ways to reduce your program line dependence and/or costs. Also, using dial-up telephones for regularly-scheduled and special remote broadcasts; equipment requirements, etc.

**Ludwell Sibley - IBS Engineering Staff**

**Geoff Werbin - Chief Engineer, WMTR/WDHA, Morristown, NJ**

**10:30 to 11:50 a.m.**

**Station Faculty Advisors**

***Sutton Suite - 1st floor (take elevator)***

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An informal gathering of station faculty advisors to share information, ideas and common problems.

**Dr. John Loppiccolo - Associate Professor, Advisor - WUSC-FM**

**College of Journalism, University of South Carolina, Columbia**

**Thom O'hair - IBS Board of Directors, San Francisco, CA**

**Rick Leigh - Georgetown College, Georgetown, KY**

**John Murphy - General Mgr., WHUS, Univ of Connecticut, IBS Board of Directors**

## ***Saturday Afternoon***

**Continuous to 6:00 p.m.**

**Exhibits & Registration**

***Mezzanine***

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The place to pick-up your convention program, badges, etc. Then, visit exhibits by equipment suppliers, technical consultants, program syndicators, record companies, and more. Exhibits are open to 6:00 p.m. A great place to meet between sessions, during the lunch break, etc.

**12 Noon to 2:00 p.m.**

**Lunch Break - On Your Own**

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Just enough time to find a place for lunch in the hotel or nearby. You might want to check the list included with the information you received at registration. There are plenty of restaurants within a few blocks of the hotel. Remember, sessions resume at 2:00 p.m., so be back by then.

**12:45 to 1:45 p.m.**

**College Radio's 50th Anniversary - Planning Caucus**

***East Room - 2nd Mezzanine/Grand Ballroom Level***

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Just 2 years from now, in 1990, college radio will be celebrating its 50th anniversary. It's a real chance to let more people know who and what we are, what we do and what makes us different. In this informal caucus, we'll talk about and ask for ideas on how to best mark this occasion and lay the groundwork for future plans.

**Norman Prusslin - IBS Chairman of the Board**



**Saturday 2:00 to 3:20 p.m.**

**Record Company Forum**

*Gold Ballroom - 3rd Mezzanine Level*

**Obscenity Policies at Your Station**

*West Room - 2nd Mezzanine/Grand Ballroom Level*

**Using Microcomputers at Your Station**

*Hartford Room - Mezzanine Level*

**Carrier-Current: Questions & Answers**

*Boston Room - Mezzanine Level*

**High School Stations: Advisors Workshop**

*Buffalo Room - Mezzanine Level*

**2:00 to 3:20 p.m.**

**The Record Company Forum**

*Gold Ballroom - 3rd Mezzanine Level*

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Always one of the most popular sessions at the IBS Convention, this panel features representatives from those record companies attending the convention, all in one place at one time. Likely topics will include station service, feedback, playlists, promotional cooperation, station/company relationships and more. This is *not* the appropriate place to discuss individual station service problems, so please try to keep your questions more applicable to school or college stations as a whole, or maybe one type of station, for example, 100-watt FM's. Remember that some of the record company reps will be approachable individually during the weekend, between sessions, on the exhibit floor, or elsewhere at the convention.

**Moderator:**

Norman Prusslin - *Chairman of the Board, IBS; GM, WUSB(FM), SUNY/Stony Brook*

Lori Blumenthal/IRS Records

Capitol/EMI

Rabadash

Sheri Hood/Thirsty Ear Communications

Relativity/Combat

Chrysalis

Gerard Cosloy/Homestead Records

Nebula/Orphan

Top

*The list of participants shown above reflects only those confirmed when this schedule was printed and is subject to probable last-minute additions and other changes.*

## *Saturday Afternoon continued*

**2:00 to 3:20 p.m.**

### **Setting An Obscenity Policy For Your Station**

**West Room - 2nd Mezzanine/Grand Ballroom Level**

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Recent FCC inquiries have called attention to the need for all school and college radio stations to formulate their own policies and procedures dealing with controversial "adult" language and subject matter. While the FCC rules may seem to leave some room for differing interpretations, there are practical considerations which may outweigh ultimate matters of principle in some instances. Included will be a brief review of the Commission's current policies and rules, case histories, and elements to consider in drafting your own station's policy.

**John Murphy - Gen Mgr., WHUS, Univ of Connecticut; IBS Board of Directors**

**Thom O'hair - IBS Board of Directors**

**Rick Askoff - Attorney, NECA, Whippany, NJ**

**Greg Adamo - Gen Mgr., WSLA, College of Staten Island, NY; IBS Board of Directors**

**2:00 to 3:20 p.m.**

### **Using Microcomputers at Your Station**

**Hartford Room - Mezzanine Level**

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Technological breakthroughs, higher volume, and low-cost compatibles have put the personal computer within the budget range of many school and college radio stations. Their uses include everything from cataloging your record library, doing your logs, donor solicitation and tracking, and routine letter-writing, creation of promotional literature, program guides, etc. Outside companies provide access to electronic mail, large informational databases, including those specializing in news/journalism, music, technical, and a whole range of goods and services. This session takes a look at typical station applications for computers and provides some practical information on how to put them to use for you. A chance to share ideas, programs, and applications.

**Nat Phillips - President, Radio Resources Network; mbr, IBS Board of Directors**

**Frank Burgert - Chief Engineer, WUSB(FM), SUNY/Stony Brook, NY**

**Chris Connors - WUSM Radio, Southeastern Massachusetts University**

**Jim Cameron - SysOp, Journalism Forum, CompuServe; IBS Board of Directors**



**2:00 to 3:30 p.m.**

**Carrier-Current: Questions & Answers**

**Boston Room - Mezzanine Level**

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An informal question-and-answer session involving any and all problems relating to carrier-current radio - including system design, installation, maintenance, etc.

Richard Crompton - President, LPB, Inc., Frazer, PA

**2:00 to 3:20 p.m.**

**High School Station Advisors Workshop**

**Buffalo Room - Mezzanine Level**

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A gathering of those who serve as advisors to high school stations to share ideas, problems, and solutions.

Gary Luccia - WKWZ, Syosset High School, Syosset, NY

Jack DeMasi - Faculty Advisor, WKWZ, Syosset High School, Syosset, NY

**Saturday 3:30 to 4:50 p.m.**

**Exhibits & Registration**

*Mezzanine*

**On-Air Personalities**

*Gold Ballroom - 3rd Mezzanine Level*

**Shooting for Stardom**

*Cornell/Dartmouth (Ivy Suite) - 2nd Mezzanine Level*

**FCC Questions & Answers III**

*Brown Room - (Ivy Suite) - 2nd Mezzanine Level*

**Underwriting**

*Washington Room - Mezzanine Level*

**Resume Workshop**

*Hartford Room - Mezzanine Level*

**For Professionals Only: Resources for Development**

*Boston Room - Mezzanine Level*

**Going FM or Improving Your Signal**

*Buffalo Room - Mezzanine Level*

**Local News & Newswriting**

*St. Louis Room - Mezzanine Level*

## *Saturday Afternoon continued*

**3:30 to 4:50 p.m.**

### **On-Air Personalities**

***Gold Ballroom - 3rd Mezzanine Level***

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On-air personalities are alive and well in New York City and elsewhere. With many radio and video outlets playing similar music, the differences are more often becoming found in the air personalities. Rather than simply trying to blend-in and take second place to the music, they are each distinctive performers attracting listeners on their own. It's not as easy as they make it sound and not everyone can do it successfully. Our panel of professionals share their experiences, opinions and ideas with you.

Julie Brown - VJ, MTV-Music Television, MTV Networks, New York

Patty Lotz - VJ, VH-1/Video Hits One, MTV Networks, New York

Donna Donna - WLIR/College Broadcast Advisors

**3:30 to 4:50 p.m.**

### **Shooting for Stardom**

***Cornell/Dartmouth (Ivy Suite) - 2nd Mezzanine Level***

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Catapault your favorites to stardom: Multi-media professionals discuss their participation in the discovery and development of local talent.

Jay Rosen - IBS Staff

Bonita E. Taylor - Artistic Management Consultant

Randy B. Hecht - Writer, Editorialist & Marketing Consultant

Doug Joseph - Publisher - New Route Magazine

Susan DeVita - Performing Artist

Mary Anne Devine - WUSB-FM, SUNY/Stony Brook, NY

Kirk Kelly - The Fort, New York

**3:30 to 4:50 p.m.**

### **FCC Questions & Answers III**

***Brown Room (Ivy Suite) - 2nd Mezzanine Level***

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Because of their complexity and almost constant change, the FCC rules and regulations applicable to noncommercial FM stations are an area of continuing confusion for many stations. In this informal session, we'll try to answer your questions and explain some of the more commonly misunderstood areas of the rules. Allen Myers has helped many school and college radio stations with FCC-related questions covering a broad range of areas.

Allen Myers - Senior Broadcast Analyst, FM Branch, Audio Services Div, FCC



**3:30 to 4:50 p.m.**

**Underwriting**

**Washington Room - Mezzanine Level**

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Each year, stations express an increasing interest in methods of generating funds from external sources to supplement funds received from student government or elsewhere within the school or college. Liberalization of FCC rules has heightened interest still further. This panel will discuss some methods which have already proven successful and might be adapted to your situation. Also, some potential problems will be mentioned to help you avoid mistakes.

**Vicki Nolan - Account Executive, WMHT, Schenectady, NY**

**Dan Finn - Sales Manager, WMJY / Y-107, Long Branch, NJ**

**3:30 to 4:50 p.m.**

**Resume Workshop**

**Hartford Room - Mezzanine Level**

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Your resume serves to summarize who and what you are to a potential employer. In this informal, personal and practical workshop, we'll take a look at the specifics involved - what to include, what to leave out, length, style, format, and more.

**Mike Teer - IBS Staff**

**Martin Black - Professor, College of Staten Island, Staten Island, NY**

**3:30 to 4:50 p.m.**

**For Professionals Only II:**

**Resources for Station Development & Networking**

**Boston Room - Mezzanine Level**

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The survival or development of your station can be enhanced by reaching out to other stations in your region or service organizations for the noncommercial radio community. During this workshop, a highly successful model for regional radio conferencing will be examined. The benefits of mutual support among neighboring stations will be shared. Representatives from media service organizations will present information and options for your your stations.

AMARC 3 is the Third World-Wide Conference of Community Radio Broadcasters is scheduled for August, 1988 in Managua, Nicaragua. Two of the principal organizers of AMARC1 and AMARC2 will be here to talk about this exciting event and the future of global cooperation among alternative radio broadcasters.

**John Murphy - General Mgr., WHUS, Univ of Connecticut; IBS Board of Directors**

**Eric Buchter - Radio Resources Network, Newark, NJ**

**Michel Delorme - Federation Des Jeunes Canadiens Francais, Inc., Montreal**

**Michele Mercure - Federation Des Jeunes Canadiens Francais, Inc., Montreal**

**Bruce Girard - Vancouver Co-Op Radio/AMARC3, Vancouver, BC/Managua**

*Saturday Afternoon continued*

**3:30 to 4:50 p.m.**

**Going FM or Improving Your Signal**

**Buffalo Room - Mezzanine level**

A session for those planning to apply for a new FM station or for a power increase for an existing station. This session will review the applicable FCC rules, procedures, forms, recent changes, TV channel 6 protection requirements, etc.

**Ed Perry - Educational FM Associates, Duxbury, MA**

**Geoff Werbin - Chief Engineer, WMTR/WDHA, Morristown, NJ**

**Harry Bous - Chief Engineer, WUSC-FM, University of South Carolina**

**Charles A. Hecht - Charles A. Hecht & Associates, Pittstown, NJ**

**Richard Crompton - President, LPB, Inc., Frutser, PA**

**3:30 to 4:50 p.m.**

**Local News & Newswriting**

**St. Louis Room - Mezzanine level**

The importance of local news - the basics of local news reporting; how to work a "beat", how to deal with local officials and townspeople, how to write local stories so they don't sound too provincial, and how to tie local stories to national stories. This session will also cover some of writing basics, some common mistakes, and some suggestions about how to write news for the ear instead of the eye.

**Paul James - News Director, WPIX-FM, New York**

**Dr. John Lopiccolo - Associate Professor, Advisor - WUSC-FM**

**College of Journalism, University of South Carolina, Columbia, SC**

**David Von Palko - General Mgr., WAPX-FM, Austin Peay State University**

**Lars Floreck - Assistant News Director, WSIA, College of Staten Island, NY**

**Rachel Gonzalez - WGSM/WCTO - Long Island, NY**

**Saturday 5:00 to 6:30 p.m.**

**College Station Promotions**

**East Room - 2nd Mezzanine/Grand Ballroom Level**

**New Music Programming**

**West Room - 2nd Mezzanine/Grand Ballroom Level**

**Long Form Production**

**Cornell/Dartmouth Room (Ivy Suite) - 2nd Mezzanine**

**Goal Setting & Long Range Planning**

**Washington Room - Mezzanine Level**

**Women In Broadcasting**

**Hartford Room - Mezzanine Level**

**Cable FM**

**Buffalo Room - Mezzanine Level**



**5:00 to 6:30 p.m.**

**College Station Promotions Panel**

**East Room - 2nd Mezzanine/Grand Ballroom Level**

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An open forum to share promotional inspirations and ideas. A brief discussion of fundamentals of what makes a successful promotion and examples of what's worked for a number of stations. Bring your questions and problems and get the help you need.

**Tod Elmore - Public Relations Director, WRAS, Georgia State University, Atlanta**

**Seana Baruth - Music Director, WUSC-FM, University of South Carolina**

**Brian Montgomery - WFSE-FM, Edinboro University of Pennsylvania**

**Aileen Krikorian - Publicity Manager, WNEW AM/FM, New York**

**5:00 to 6:30 p.m.**

**New Music Programming**

**West Room - 2nd Mezzanine/Grand Ballroom Level**

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Ideas to help rescue your station from stagnation of the radio dial. How and why to choose a New Music format. What to do once you've decided to go this way. How to "educate" rather than alienate your staff and your audience.

**Vin Scelsa - WXRK - K-Rock, New York**

**Larry "The Duck" Dunn - WLIR, Long Island, NY**

**Mike Gonzales - WHJY-FM, Providence, RI**

**Scott Byron - CMJ, Albertson, NY**

**5:00 to 6:30 p.m.**

**Long Form Production**

**Cornell/Dartmouth Room (Ivy Suite) - 2nd Mezzanine**

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Live music, drama, public affairs and documentaries are among the programs considered long form production and usually require more preparation. Techniques, problems and planning can help your station get involved.

**Harry Minot - General Manager, WPKN (FM), University of Bridgeport, CT**

**David Von Palko - General Mgr., WAPX, Austin Peay State University, TN**

**5:00 to 6:30 p.m.**

**Goal Setting & Long Range Planning**

**Washington Room - Mezzanine Level**

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Why does your station exist? Who do you serve and how? Where will your station be next year? 2 years? 5 years? 10 years? Identifying possible goals to target and how to reach these goals in a steady progression.

**Glenn Lucas - Sales Manager, WICE, Providence, RI**

**Rick Askoff - Attorney, NECA, Whippany, NJ**

**5:00 to 6:30 p.m.**  
**Women In Broadcasting**  
**Hartford Room - Mezzanine Level**

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The issues and situations women may encounter in both college and professional broadcasting. Experiences students might have, can have and should have, ways to open closed doors and walk through them with confidence. Getting that right job for you.

Regina Linguvic - WUSB-FM, SUNY/Stony Brook, Stony Brook, NY  
Leslie Leventman - VP Administration, Creative Services, MTV Networks, NY  
Susan Berkley - WCBS-FM, "Radio Workshops", New York  
Donna Donna - On-Air Personality, WLIR-FM/College Broadcast Advisors  
Alice Stockton - WINS, New York  
Abbie Kearse - Air Personality, WBAB, Babylon, NY

**5:00 to 6:30 p.m.**  
**Cable Radio**  
**Buffalo Room - Mezzanine Level**

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Cable radio can be audio on a video channel, or cable FM (CAFM). What are the advantages and disadvantages of cable radio, how can you start a new cable station or add cable to your existing facilities? Practical and technical information and a discussion of special problems among existing cable stations.

Ludwell Sibley - IBS Engineering Staff  
Tom Gibson - Chief Engineer, WVYC-FM, York College of Pennsylvania; IBS Staff

**Saturday Night...On Your Own**

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New York is packed with places to go for all kinds of musical and personal tastes and interests. Look over the ads in the papers, not only the NY Times, Daily News and NY Post, but also the Village Voice, New York Magazine, etc. which you'll find on the local newstands.

**Open House - Mezzanine Area**

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Later in the evening, once the exhibits have been taken down, the mezzanine area will be available as an "open house" area for those who want to gather and party (within reason). We'll try to supply some music or maybe one or more of you will supply a boom box or two.

**Other Activities**

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Other activities are often planned at the last minute. Check the exhibit & registration area on the Mezzanine level. We'll also have any updated information posted on the IBS National Convention channel 6 on your hotel TV set. Tune-in also for segments produced by school and college stations from throughout the country and all kinds of video put together by Thom O'hair.



## *Sunday Morning, February 28, 1988*

**10:00 a.m. to 12 Noon**

**Convention Wrap-Up & Feedback - Breakfast hosted by MTV**  
**Gold Ballroom - 3rd Mezzanine Level**

Unfortunately, the pace of the convention ties up most of the IBS staff people for most of the weekend and doesn't give us nearly the amount of time we'd like to just talk with station people, except on the run. This session gives us the chance to talk with you in a somewhat more relaxed setting. And it gives you a chance to meet some of the IBS staff, including those who planned the convention, to voice your opinions, ideas and suggestions, what you liked and didn't like, what you'd like to see more of or less of, and any other thoughts that might help make next year's convention an even better one.

### **12 Noon Convention Ends - Hotel Check-Out**

*Thanks. . . . .* Putting together a convention of this size and scope takes an incredibly large effort on the part of a surprising number of people. And, probably like the staff at your station, most of our people serve on a voluntary basis, putting in long hours just because they believe in what they're doing. Frankly, it's their volunteer efforts that help us keep our registration fees as reasonable as they are. While we recognize that our kind of convention is directly dependent upon those who attend for its success, we thought you should know the names of those who put together this year's event:

Convention Program Chairman:	Diana Ades, assisted by Laura DeVito		
Convention Operations Chairman:	Andy Moore		
News Sessions:	Jim Cameron		
Engineering Sessions:	Ludwell Sibley		
Professional Sessions:	John Murphy		
WIBS Cable Station:	Thom O'hair / Greg Adamo		
Operational Staff:			
Greg Adamo	Sue Collins	Tom Gibson	Sharon Ann Rankins
Rick Askoff	Roddy Collins	Don Gosselin	Jay Rosen
Paul Brown	Bill Collins	Dorothy Gray	Carolyn Spina
Elizabeth Chapman	Marc Fink	Fritz Kass	Jamie Talan
Rod Collins	Dick Gelgauda	Glenn Lucas	Andy Zipfel

IBS President: Jeff Tellis                      Chairman of the Board: Norman Prusslin

On-Site volunteer staffing provided by:

WHLC- Lehman College, Bronx, NY

WUSB-SUNY/StonyBrook

WHCS-Hunter College, New York

WSIA-College of Staten Island

Special Thanks to: Allen Myers, NY Convention & Visitors Bureau, NY Penta, MTV Networks, WVOC/WCEZ, Metropolitan Transportation Authority. . . and to all those who demonstrated their interest and support for school and college radio by participating as speakers, exhibitors and staff.



## **Exhibitors**

The exhibit area is located on the Mezzanine level, one floor above the main lobby, adjacent to our Convention Registration desk. Just take the escalators up from the main lobby and you're there. Exhibits will be open all day on both Friday and Saturday. In addition, you'll find representatives from a number of the exhibiting companies participating as speakers and panelists in sessions scheduled throughout the weekend.

These companies have demonstrated their interest in school and college radio by their attendance and participation at this convention. They welcome your interest in their products and services. Among our exhibitors:

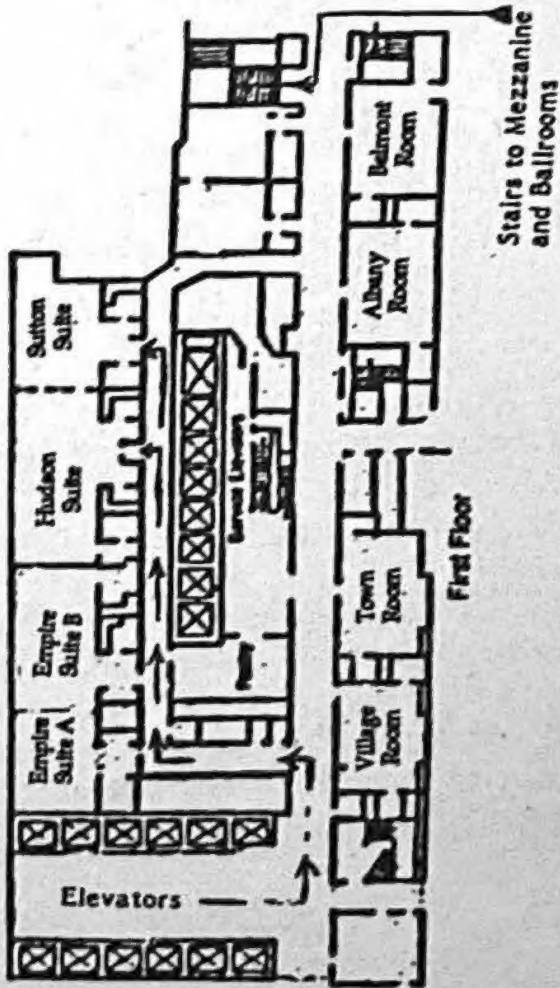
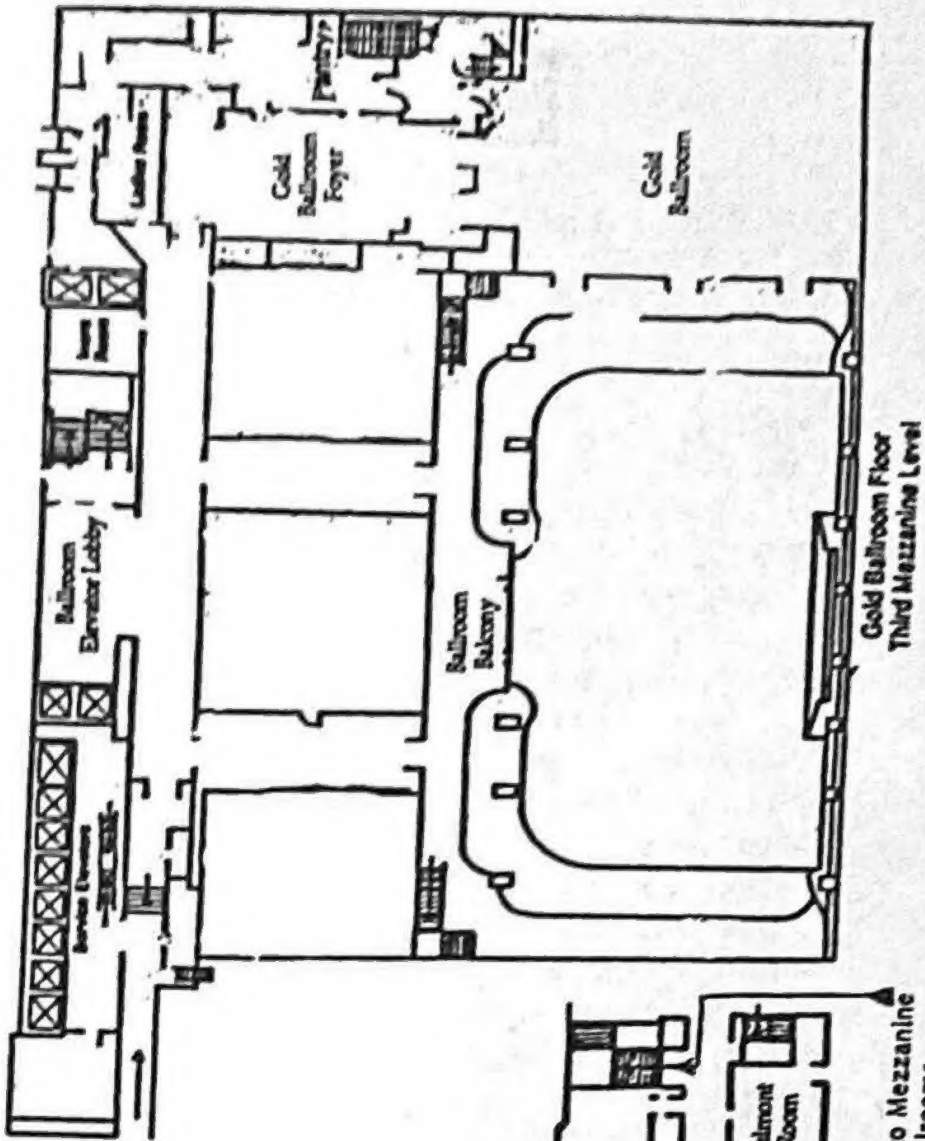
ATI - Audio Technologies, Inc.  
The Big Backyard  
Capitol/EMI Manhattan (CEMA)  
College Broadcast Advisors  
Chrysalis Records  
CMJ/New Music Report  
Esync Ocular Interchange  
IRS Records  
Israel Broadcasting Service  
LeTempt International  
LPB, Inc.  
Monster City Productions  
National Public Radio/Satellite Services  
Nebula Records  
Orphan Records  
Rabadash Records  
Radio America  
Radio Systems, Inc.  
Relativity/Combat Records  
Sportscaster Camps of America  
Thirsty Ear Communications  
The Young Caucasians/Top Records

*A number of additional companies are expected to participate as exhibitors, but, like many of our stations, their plans were made at the last minute and we were unable to confirm their attendance before publication. However, their support and participation are equally welcome and appreciated.*

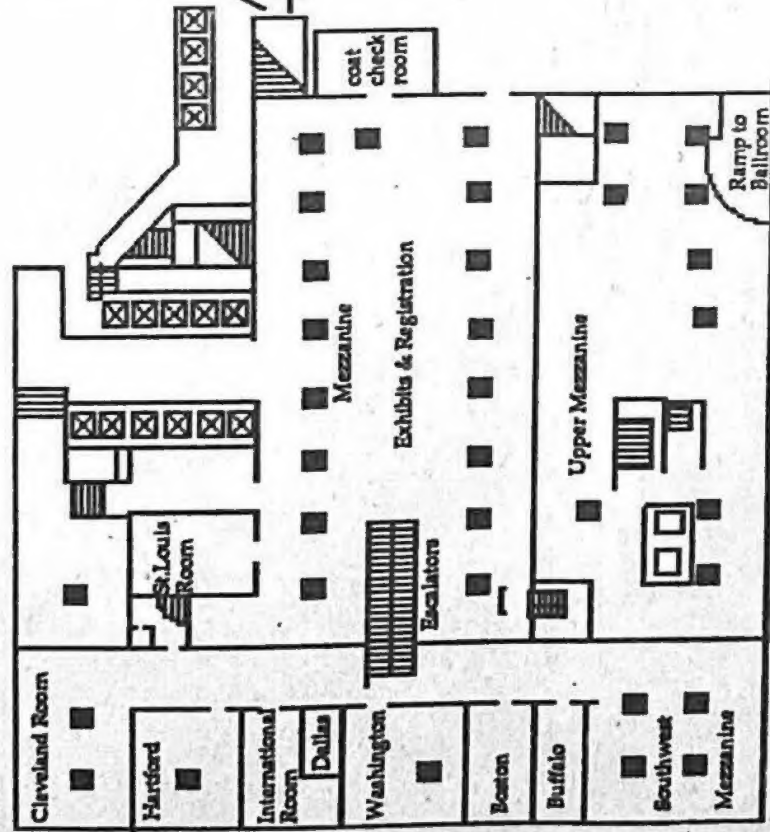


**IBS** INTERCOLLEGIATE  
BROADCASTING  
SYSTEM

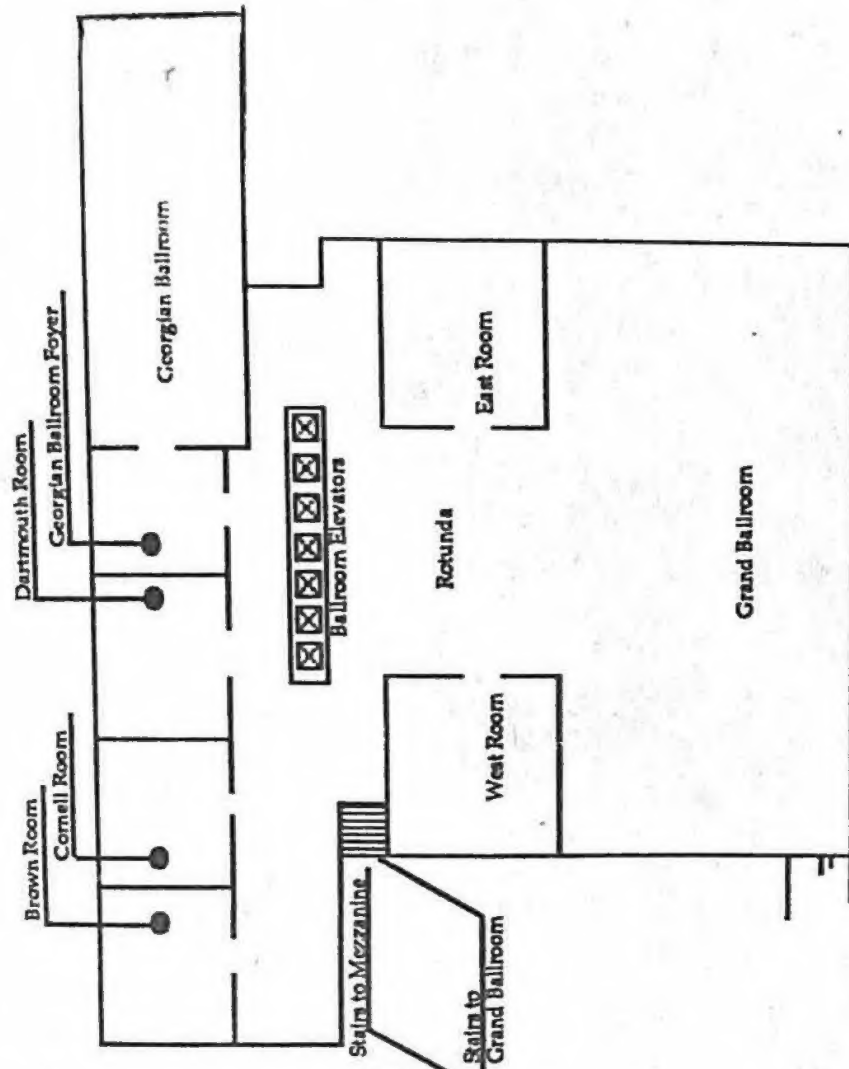
**Renta**  
HOTELS



# New York Penta Hotel



**Mezzanine Floor  
First Mezzanine Level**



**Grand Ballroom Floor  
Second Mezzanine Level**